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Introduction to the Volume "Linking Senses: Cross-Modality in the Perceptual Domains"

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INTRODUCTION TO THE VOLUME *Linking Senses: Cross-Modality in Perceptual Domains*

Interaction between perceptual domains is among the core issues in the contemporary Cognitive Science and its adjacent fields. We are delighted to introduce this volume with a target article by professor Charles Spence, who provides an up-to-date overview and in-depth study on the interaction between color and odor. His study covers topics from psychology, history, and art; and is also among the very few articles covering color-odor mappings outside of the area of food perception. Further, this article contains unpublished results from Österbauer et al. (2005), contributing to the field of perception of color-odor links. Spence's paper carefully distinguishes the rather rare phenomena of synesthesia from the everyday experience of crossmodal links between senses. Although no universal, context-independent and straightforward mappings between colors and odors can be experimentally established, there seem to be at least some strong cross-modal links. Everyday crossmodal links between odor and color vary and some indicate stronger whereas other weaker correspondences; further, some vision-olfaction mappings occur in virtue of a source-object, some are generated in associative learning, and some others show somewhat idiosyncratic or puzzling effects of categorization frequently co-determined by

psychophysical features (such as intensity), or emotional factors. Color-odor mappings further seem to be culture-dependent and developmentally sensitive.

The variety and diversity of olfaction-vision mappings is fascinating and still to be experimentally explored both in terms of their fine-grained non-verbal categories and emotional links. A significant part of olfactory crossmodal memory is related to specific autobiographical details (which is expressed by the so-called Proust effect; cp. [Van Campen 2014](#)). The impact of fragrances and perfumes on the crossmodal links is another area worth exploring because these links can be even more abstract (e.g., without a source-object). Finally, another area where crossmodal mappings are fascinating is art, which is also nicely covered in the target article of this volume.

All these issues are highly fascinating for foundational research aiming at understanding the nature of crossmodal mappings, but at the same time relevant for applied research with the aim to modulate crossmodal perceptual experience for particular purposes. We are glad that the target paper covers all of the mentioned areas and are we welcome commentaries that will be reviewed and published online.

This target article arose from the conference “Linking Senses: Cross Modality in Perceptual Domains across Cultures”, the 14th International Symposium of Cognition, Logic and Communication that took place on December 7, 2019 in Riga, Latvia, organized by the Laboratory for Perceptual and Cognitive Systems, Faculty of Computing, University of Latvia with several fascinating contributed talks and wonderful keynotes by professors Asifa Majid (University of York, UK), Baingio Pinna (Sassari University, Italy) and Charles Spence (Oxford University, UK).

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